



**Federal Supply Schedule  
Price List  
Advertising and Integrated Marketing Solutions**

**Contract Number:  
GS-23F-0026K**

General Services Administration  
7FCB-H2-070541-B  
Advertising and Integrated Marketing Solutions  
FSC Class: 541  
Contract Number:  
GS-23F-0026K  
Contract Period:  
DOA 09/29/14 Through 9/28/19

**Contractor:**  
HR Communications, Ltd.  
1801 Old Reston Avenue  
Suite 302  
Reston, VA 20190-3357  
Tel: (571) 266-4102  
Fax: 571) 266-4106  
[www.hrcltd.com](http://www.hrcltd.com)

**Contract Administration:**  
Rick Harroun

Business Size: Small

# List of Services

## Marketing Consultation & Research

- Domestic & International
- Market Strategy Development
- Lead Tracking Consultation

## Direct Marketing

- Direct Response Campaigns
- Association Development
- Direct Mail Promotion
- Fulfillment Management

## Advertising: Print

- Concept Development
- Media Planning/Buying
- Copywriting
- Graphic Design & Layout

## Advertising: Broadcast

- Concept Development
- Media Planning/Buying
- Copywriting
- Radio Spot Production
- Television Commercial Production

## Corporate Video Production

- Script Development
- Production
- Distribution

## Publication Development

- Concept Development
- Copywriting & Editing
- Translation
- Graphic Design & Illustration
- Print Management

## Publications (Creative, Development & Implementation)

- Annual Reports
- Quarterly Reports
- Corporate Capabilities
- Catalogs
- Magazines
- Product/Service Brochures
- Product/Service Sell Sheets
- Specification Sheets
- Presentation Folders
- Manuals
- Newsletters

## Trade Show Exhibits

- Systems & Hardware
- Graphic Design & Illustration
- Production Management
- Staffing At Tradeshow

## Public Relations

- Strategy Consultation
- Press Relations
- Press Tours and Meetings
- Product Launches
- Special Events

## Corporate Identity Programs

- Logo Development
- Corporate Identity Style Manuals
- Corporate Signage

## Merchandising Display

- Packaging
- Point of Purchase Displays
- Window Displays
- Speciality Items

## Electronic Marketing

- Web Page Development
- Interactive Advertising
- E.business

## Illustration

- Computer Animation
- Computerized Line Drawings and Manipulation

## Photography

- Photo Illustration
- Advertising Photography
- Annual Report Photography
- Editorial Photography
- Product Photography

## Typography and Lettering

- Desk Top Publishing
- Calligraphy

## Customer Information:

- 1a. Table Of Award Special Item Numbers (SINS):  
738 8 Full-Service Marketing, Media And Public Information Services
- 1b. Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.
2. Maximum Order: Unlimited.
3. Minimum Order: \$500 Dollars.
4. Geographic Coverage: Worldwide.
5. Point Of Production: Reston, VA 20190-4502 USA.
6. Discount from List Prices: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.
7. Quantity Discount: Additional 2% For Orders Of \$1 Million and Over.
8. Prompt Payment Terms: 1.5% Net 20 Days/Net 30 Days.  
  
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9a. Government Purchase Cards: Accepted Below The Micropurchase Threshold.
- 9b. Government Purchase Cards: Accepted Above The Micropurchase Threshold.
10. Foreign Items: N/A

## Customer Information (Con't.)

- 11a. Time Of Delivery: Will Adhere To The Delivery Schedule As Specified By The Agencies' Purchase Order.
- 11b. Expedited Delivery: Contact Contractor for Expedited Delivery.
- 11c. Overnight And 2-Day Delivery: Contact Contractor For Overnight And 2-Day Delivery.
- 11d. Urgent Requirements: Less Than 3-Day Production Turnaround Subject To 50% Rush Charge.
12. FOB Point (s): Destination.
13. Ordering Address: HR Communications, Ltd.  
1801 Old Reston Avenue  
Suite 302  
Reston, VA 20190-3357
14. Payment Address: HR Communications, Ltd.  
1801 Old Reston Avenue  
Suite 302  
Reston, VA 20190-3357  
  
Wire Transfers Welcomed  
Contact HR Communications, Ltd.  
For Bank Information.
15. Warranty Provisions: The Contractor Warrants And Implies That The Items Delivered Hereunder Are Merchantable and Fit For The Particular Purchase Described In This Contract.

## Customer Information (Con't.)

- |      |   |  |
|------|---|--|
| 16.  | Export Packing Charges:   | N/ A   |
| 17.  | Terms And Conditions<br>Of Government<br>Purchase Card<br>Acceptance: | N/ A   |
| 18.  | Terms And Conditions<br>Of Rental, Maintenance,<br>And Repair:        | N/ A   |
| 19.  | Terms And Conditions<br>Of Installation:                              | N/ A   |
| 20.  | Terms And Conditions<br>Of Repair Parts, Etc.:                        | N/ A   |
| 21.  | List Of Service And<br>Distribution Points:                           | N/ A   |
| 22.  | List Of Participating<br>Dealers:                                     | N/ A   |
| 23.  | Preventive Maintenance:   | N/ A   |
| 24a. | SpecialAttributes:  | N/ A   |
| 24b. | Section 508 compliance:   | Information is available on<br>Electronic and Information<br>Technology (EIT) supplies and<br>services. The EIT standards can<br>be found at: <a href="http://www.Section508.gov/">www.Section508.gov/</a> |
| 25.  | Data Universal<br>Number System<br>(DUNS) Number:                     | 107938805  |
| 26.  | Registration In Central<br>Contractor Registration:                   | Yes. Cage Code 1KHE1   |

# Price List—Term 3

## Current Hourly Rates

### Government Rate

Consulting	
Public Relations	\$ 158.68
Advertising	\$ 158.68
Marketing	\$ 158.68
Administration	\$ 68.01
Copywriting	\$ 96.72
Editing	\$ 76.57
Keyboarding	\$ 60.45
Print Design	\$ 128.96
Exhibit Design	\$ 128.96
Web Page Design	\$ 141.05
Layout/ Production	\$ 104.78
Illustration	\$ 120.90
Touchup	\$ 124.93
Media Planning/ Buying	\$ 104.78

## **Price List—Term 3 (con't.)**

### **Current Hourly Rates**

Photography                      \$ 141.05

Video Production                \$ 141.05

Rush - - Less Than Three Day Turnaround      50%

The following non-labor hour costs associated with services provided under SIN 541 are awarded:

Talent:                                \$ 5,500.00

Media Placement:                \$ 14,210.00

Periodical Placement:          \$ 213,864.32

Printing:                              \$ 178,000.00

Awarded non-labor costs are comprised of the components as described above and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, Clause 552-238-76 Price Reduction may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Order may not exceed the awarded non-labor costs as specified above without a modification to this contract.

### **Government Credit Cards Accepted**

HR Communications Ltd. Is A Small Business. Fed. ID 54-1183000.